Invest Kenya Website -- Authoring Guide

This is the official, hands?on authoring guide for editors. It follows the exact workflows used on the Invest Kenya site and is intentionally detailed so it can be followed step?by?step without technical knowledge.

1) How To Login To WordPress Dashboard

1. Visit the WordPress dashboard:
   - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. Use your credentials and log in.
3. You will be redirected to the WordPress dashboard.

2) How To Preview Any Page or Post

1. Visit the WordPress dashboard:
   - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. On the left menu, you will see Pages and Posts.
   - Pages = main website pages (home, about, why kenya, etc.).
   - Posts = articles like News, Events, Publications, Governance.
3. Open Pages or Posts, then search for the item you want.
4. Hover over the item and click View to preview it.

3) News Authoring (Step?by?Step)

1. Visit the WordPress dashboard:
   - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. Click Posts on the left.
3. Search for the post: "News Sample -> duplicate this".
4. Hover over it and click Duplicate (this creates a clean template copy).
5. Hover over the new duplicate and click Quick Edit.
6. Fill the Title, then copy it and paste it into the Slug (exact same text).
7. If you want tags, update the Tags field (example: Danger, Critical).
8. Do not change anything else. Click Update.
9. Hover over the new post again and click Edit (not Elementor).
10. On the right under Post you'll see the Featured Image.
    - Hover ? Replace.
    - Upload or select from media.
11. Scroll down in the editor. You must adjust:
    - Display In Slider: Yes / No (controls if it appears in the news slider).
    - Blog List Image: select the same image you used as featured image.

12. Click Save Draft (top right).
13. Go back to Posts, find your draft.
14. Hover and click Edit with Elementor.
15. If the Elementor panel is not visible, click the small icon between Search and the Eye (near the Publish button).
16. In Elementor you are responsible only for the first two sections.
    - Expand the first section ? column ? update the image and two text editors.
17. You can Publish immediately, or click the arrow next to Publish and choose Save Draft.
18. If saved as draft: go back to Posts ? Quick Edit ? change status to Published ? Update.

4) Events Authoring (Step?by?Step)

1. Visit the WordPress dashboard:
    - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. Click Posts on the left.
3. Search for: "Event Sample -> duplicate this".
4. Follow the same steps as News (duplicate ? quick edit ? update title/slug ? save).
5. Extra fields you must fill:
    - Start Date
    - End Date
    - Location
6. If the event is one day only: fill Start Date only.
7. In Elementor you only update the first section.
    - You will see three text editors, one image, and an HTML widget.
    - Do not touch the HTML widget.
8. Publish or save draft, same as News.

5) Publication Authoring (Resources)

1. Visit the WordPress dashboard:
    - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. Click Posts on the left.
3. Search for: "Publication Sample -> duplicate this".
4. Follow the same steps as News.
5. Extra field: Download Link (paste the file URL).
6. In Elementor you only update the first container (it contains two inner containers).
    - You will see two text editors, one image, and a Button.
    - Do not touch the Button widget.
7. Save or publish.

6) Governance Authoring (Board / Senior Management)

1. Visit the WordPress dashboard:
   - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. Click Posts on the left.
3. Search for: "Governance Sample -> duplicate this".
4. Follow the same steps as News.
5. In Quick Edit, change the Category:
   - For Senior Management: check Senior Management and uncheck Board Members.
6. Extra field: Job Position (fill it).
7. In Elementor:
   - Update the first main container (two inner containers).
   - Update the extra container inside the second container for job position.
   - You will see three text editors, one image, and an Icon.
   - Do not touch the Icon widget.
8. Save or publish.

7) How To Add a New Tag

1. Visit the WordPress dashboard:
   - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. Hover over Posts and click Tags.
3. Enter the Tag Name.
4. Click Add New Tag.
5. To edit or delete existing tags: hover the tag ? Quick Edit or Delete.

8) How To Add a Media Element

1. Visit the WordPress dashboard:
   - https://beta.investkenya.go.ke/wordpress/wp-admin/
2. Click Media on the left.
3. You can:
   - Upload new media
   - Edit existing images (alt text, title, delete)
4. Click Add New Media to upload new files.
5. To edit an existing image, click it in the media library and update its details.

9) Special Characters and Formatting Rules (Use as?is)

Some authoring fields only work correctly when specific characters are included. Below is the exact list of places where these rules apply.

A) // split titles (keep the double slash)

These fields split the title into two styled parts, so leave the // in the text:
- Homepage ? Tabs section: maintitletabs_section (tabs home block).
- Get Started page: maintitlegetstartedsection.
- How We Support Investors (first section): maintitlefirst_section.
- Investing in Kenya tabs block: main_title.
- Investment Trends tabs: maintitlefirsttab, maintitlesecondtab, maintitlethird_tab.
- Incentives ? Eligible Investments block: titlesecondsection.
- Incentives tabs: rawtitlefirst_section (benefits/protections tabs).
- Laws & Regulations tabs: rawtitlefirst_section.
- Careers page (first section): maintitlefirst_section.
- About Us ? Vision/Mission/Values: maintitle, firstbigtext, secondbig_text.
- Newsletter subscribe block: title_newsletter.

B) {} for bold callouts (Why Kenya second section)

In the Why Kenya second section value descriptions, wrap the words you want bold inside curly braces:
- firstvaluedescriptionsecondsection
- secondvaluedescriptionsecondsection
- thirdvaluedescriptionsecondsection

Example:
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Some text {bold line} more text.
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C) Laws & Regulations authoring (exact link format)

The Laws & Regulations tabs have two types of links:
1) Inline links inside the info text fields -- use this exact pattern:
    - {Link Label|https://full-url.com}
    - Example: Read the Act {Kenya Investment Act|https://example.com}
    - Works inside these fields:
       - firstinformationtextfirsttab ? sixthinformationtextfirsttab
       - firstinformationtextsecondtab ? sixthinformationtextsecondtab
2) Bottom CTA button -- fill the button fields normally:
    - buttontextfirsttab + buttonlinkfirsttab
    - buttontextsecondtab + buttonlinksecondtab
    - The button link is treated as a site path, so use something like /laws-regulations/ (no HTML).

If a section ever feels inconsistent, note it for a future cleanup pass when time allows.

10) Final Quality Checklist (Before Publishing)

? Title is clear and matches the slug ? Featured image is set ? Required custom fields

are filled ? Elementor sections updated (only where instructed) ? Draft or Publish status set correctly

If you want, we can also add page?specific checklists for each main section (Why Kenya, Incentives, Laws, etc.).